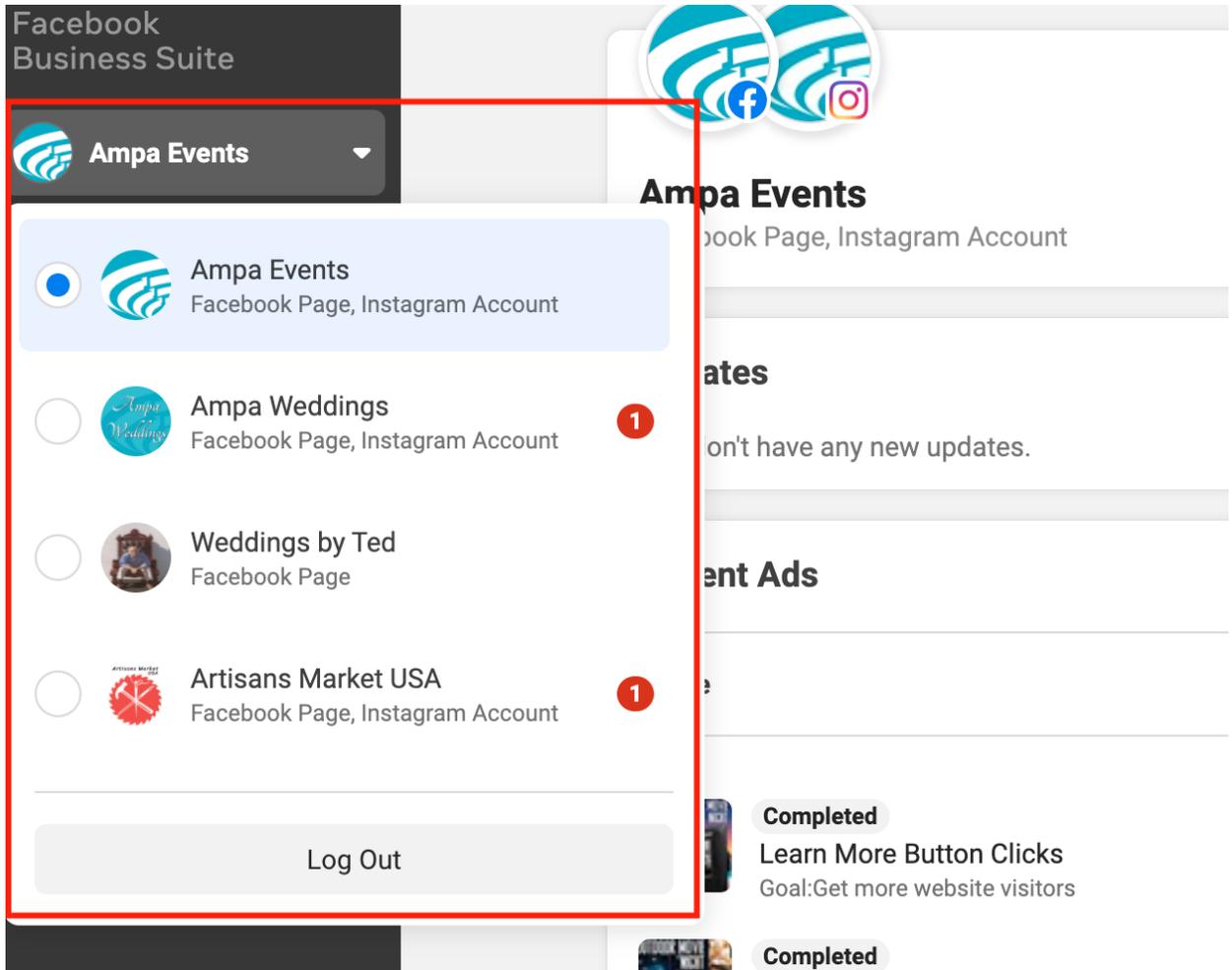




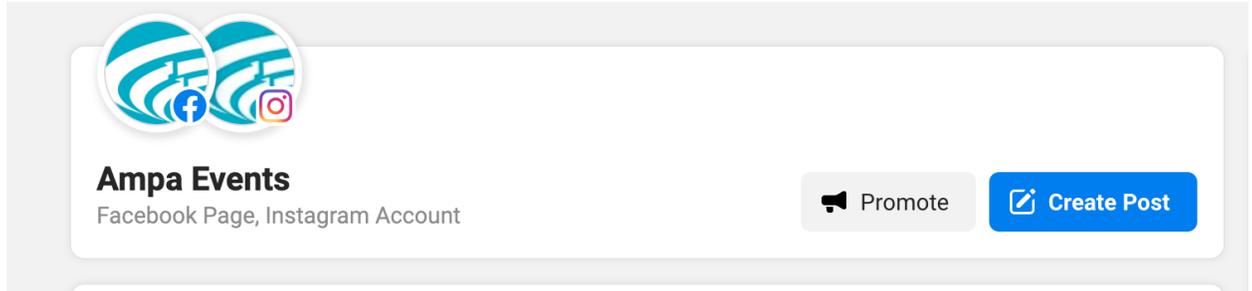
How to Use Facebook Business Suite

1. Go to <https://business.facebook.com/>
2. Select the account that you want to post to





3. Click on Create Post



4. Make sure that both Facebook AND Instagram are selected

Placements

-  Ampa Events
-  ampaevents

5. Add your text, tag any vendors, and add your hashtags - see the following SOPs for more tips.
 - a. <https://ampaevents.com/wp-content/uploads/2020/09/Web-Networking-SOP.pdf>
 - b. <https://ampaevents.com/wp-content/uploads/2020/09/Allied-Social-Media-Networking-SOP-.pdf>
 - c. <https://ampaevents.com/wp-content/uploads/2020/12/SOP-for-Social-Media-Instagram.pdf>



Text

This is your text! 

@Vendor
@Vendor
✦✦

[#AmpaEvents](#) [#Hashtag](#) [#Hashtag](#) [#Hashtag](#)

.. ..

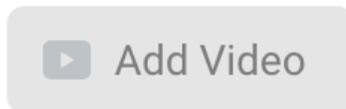
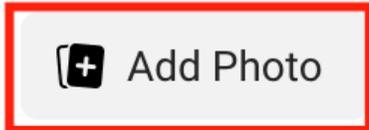
6. Next upload your image - Instagram prefers square images, and Facebook supports that. I usually keep my images 2000 x 2000px - you can upload up to 10 images at once

Media

Share photos or a video. Instagram posts can't exceed 10 photos.



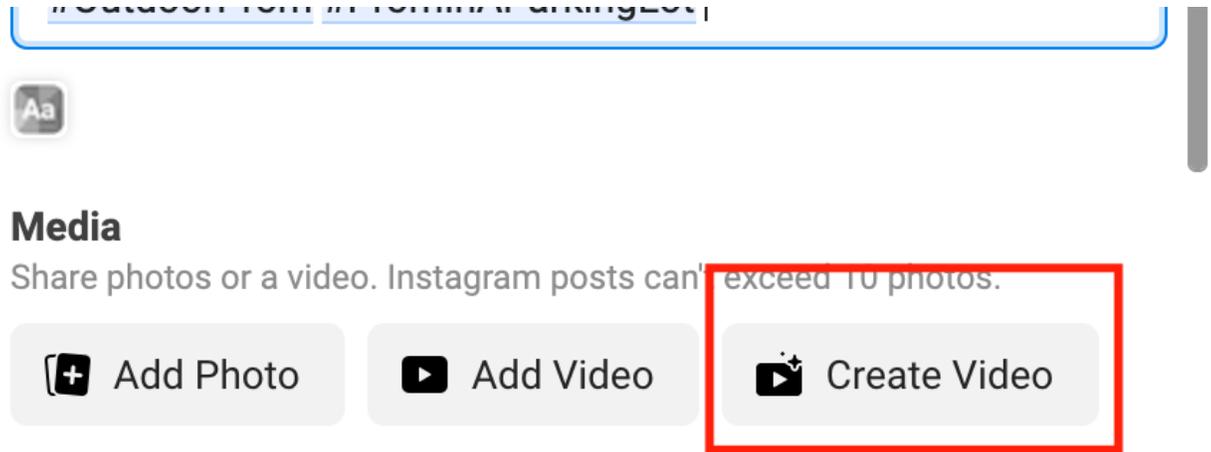
2000 x 2000



.. ..

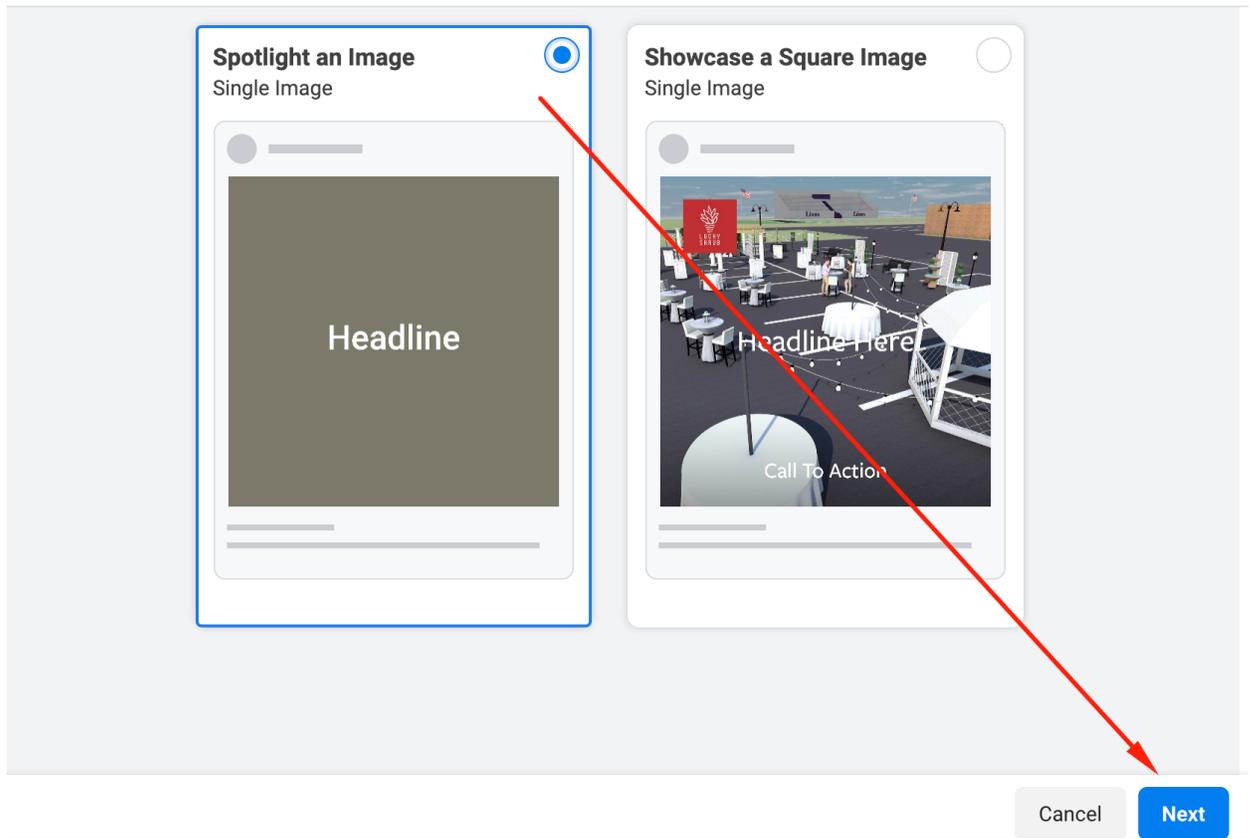


7. If you want to make a quick little video click on “Create Video”



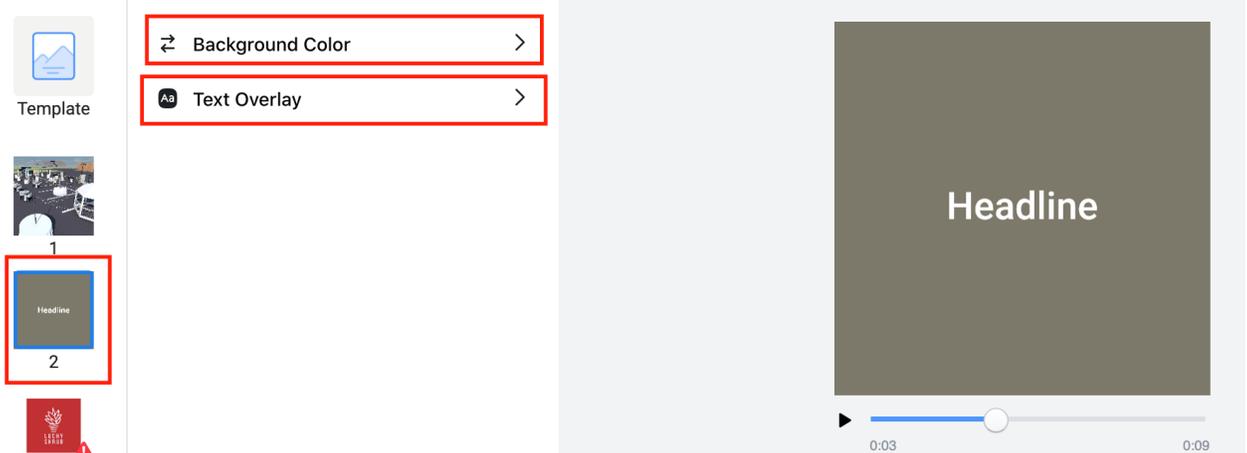
Call to Action

8. Select your template - I personally like the “spotlight image” one - and then click Next

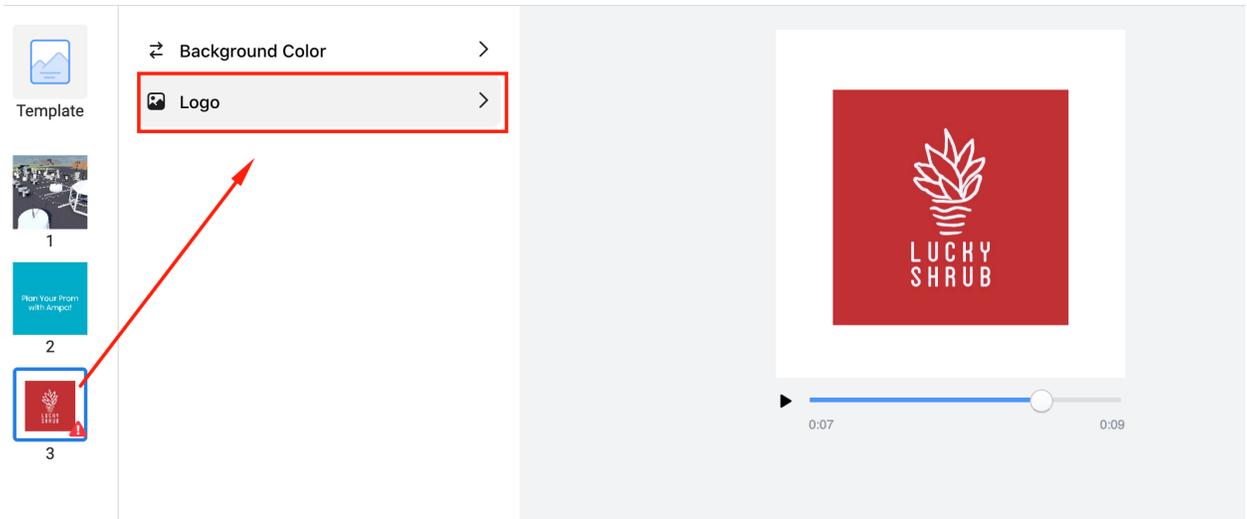




9. Select the color square to change the color and the headline



10. Next click on the third box to update the logo





11. Then click on “Finish Video”

Add Logo

Add a simple overlay to your video, like a logo, to share brand images with your audience as they watch.



800 x 279



A video player interface showing a video with the Ampa Events logo overlaid. The video has a progress bar at the bottom with a play button on the left and a seek bar in the middle. The current time is 0:07 and the total duration is 0:09. At the bottom right, there are two buttons: "Cancel" and "Finish Video". The "Finish Video" button is highlighted with a red border.

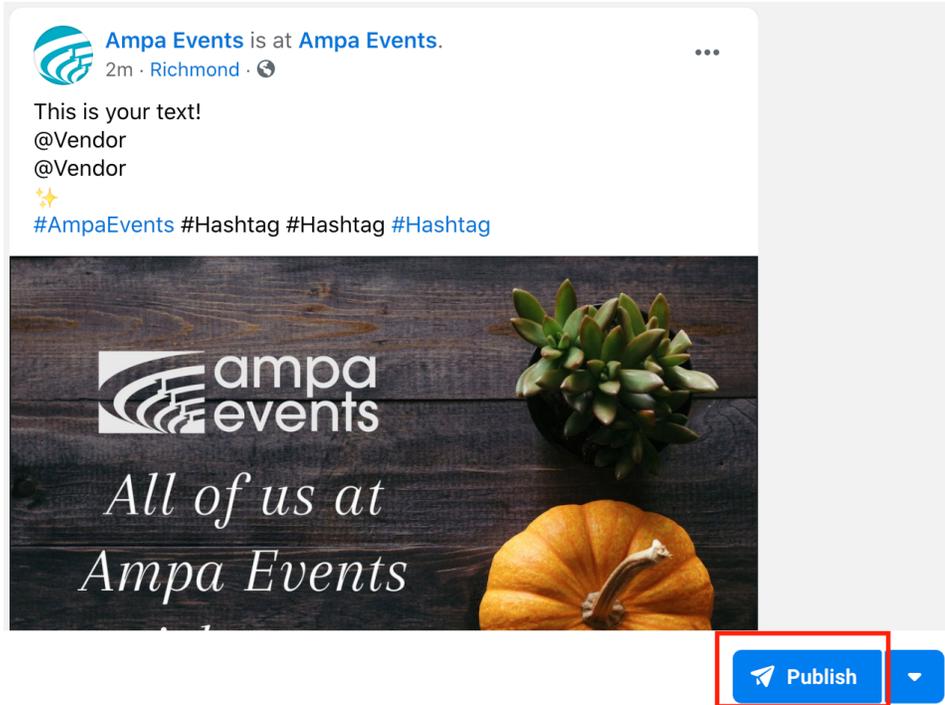
12. Add a location - either the event venue of where the event took place, or Ampa Events

Location - Optional

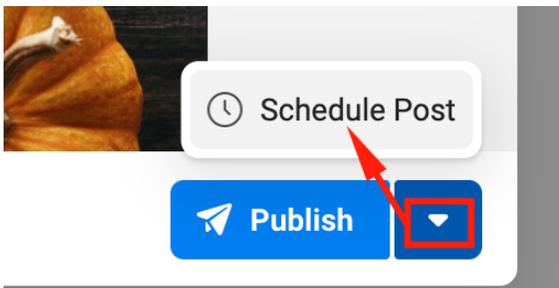
Ampa Events



13. Once everything is said and done you can hit Publish



14. If you don't want to publish right away you can click on the little down arrow and select "Schedule" instead



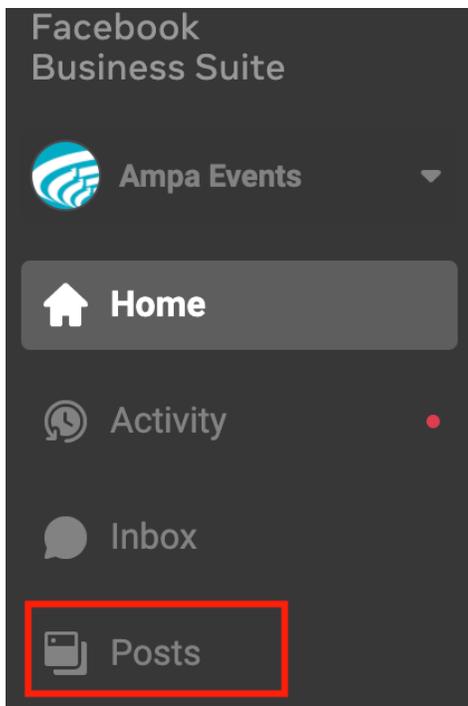


15. Select your date and time and then click on Schedule to schedule out your posts

Schedule Post ×

Select a date and time in the future for your post to be published.

16. If you want to see your posts, or your scheduled posts, click on Posts on left sidebar





17. You can view the Published posts and their stats - or you can click on the “Scheduled” tab to see what posts have already been scheduled so that you’re not double posting

Published **Scheduled**

Search by post ID or caption Shared to: All ▼ Lifetime: Mar 31, 2019 – Dec 28, 2

<input type="checkbox"/>	Posts	Date Published
<input type="checkbox"/>	 Merry Christmas and Happ... Boost Unavailable	December 25, 2020 at 12:30 F